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E.O. 12958: N/A

TAGS: [BEXP](#) [BTIO](#) [ABUD](#) [ECON](#) [ETRD](#) [EINV](#)

SUBJECT: ETHIOPIA: BFIF FUND UTILIZATION FOR CHAMBER TRADE  
FAIR AND SEMINAR

¶1. SUMMARY. The U.S. Embassy in collaboration with USAID/Ethiopia and the Commercial Service (CS) Nairobi participated in the Addis Chamber of Commerce International Trade Fair February 22 to March 1, 2007. The overall objective of USG participation was to promote U.S.-Ethiopian commercial relations through the sponsorship of a USA Booth and a half-day seminar on doing business with the United States. Total expenses incurred in organizing and participating in the trade fair and seminar amounted to USD 7,175.15. END SUMMARY.

#### PROGRAM OUTCOME AND FOLLOWUP

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¶2. The Addis Chamber International Trade Fair, now in its eleventh year, is the largest and most important annual international trade fair in Ethiopia. In 2007, a record 320 companies, including 170 local companies, participated. Post's participation highlighted USG programs and policies to support private sector development in Ethiopia, provided Ethiopian companies with information on how to do business with the United States, promoted U.S. products and services to Ethiopian companies, and encouraged business linkages between U.S. and Ethiopian firms. Specific activities included the sponsorship of a USA Booth which served as a resource center for information on both USG programs and U.S. products and services; one-on-one counseling for local entrepreneurs with embassy and USAID staff on topics such as the African Growth and Opportunity Act (AGOA); and a half-day seminar on doing business with the United States that included special presentations on USG policies and programs to support business linkages between the United States and Ethiopia. Several hundred local businesses were reached through these activities. Results included a greater awareness of U.S. programs and policies to support private sector development in Ethiopia, a better understanding of the U.S. market, and tools to locate U.S. products and services. To underscore USG interest in Ethiopia's economic development, Ambassador Donald Yamamoto joined leading Ethio-American investors and the Minister of Trade and Industry for the inauguration of the USA Booth.

#### FINANCIAL EXPENDITURES

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¶3. Total actual expenditures covered using BFIF was USD 7,175.15. A breakdown of expenses follows:

-- Booth rental and registration	2,920.00
-- HalfDay seminar meeting space	672.30
-- Event manager/organizer fee	
(including contracting of support staff)	2,916.74
-- Printing costs	656.11
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Total expenses	7,165.15

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